

# AGENDA

The Future of CMO

# CMO Think Tank

## SPEAKERS



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**Allison Fishman**  
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**Aanand Kapadia**  
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Former Head of  
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**Christopher Olsen**  
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June 25, 2026

Central Time

Registration

8:30 AM-9:00 AM

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**VISION VOICES KEYNOTE**

9:40 AM-10:05 AM

**The US Marketing Effect: Why the Global Marketing Agenda Is Still Written in NYC**

Despite the decentralization of media and the global reach of digital platforms, US marketing continues to operate as the gravitational center of marketing influence. This session explores why the US remains the place where brand, culture, capital, media, and technology converge to shape global narratives. CMOs will discuss how trends emerging from New York ripple across markets worldwide and how leaders can tap into this ecosystem strategically, even when operating globally. The conversation reframes the US not as a location, but as a mindset that defines modern marketing leadership.

**KEYNOTE**

10:10 AM-10:35 AM

**From Brand Awareness to Brand Authority**

Awareness is no longer enough. In saturated markets, brands win by becoming trusted authorities. This discussion focuses on how CMOs move beyond visibility to credibility, relevance, and influence. Participants will explore how thought leadership, consistency, and values driven positioning elevate brands from being seen to being believed, and why authority has become the most defensible marketing asset.

**Morning Networking**

9:00 AM-9:30 AM

**Opening Remarks**

9:30 AM-9:40 AM

**Coffee Break**

10:35 AM-10:55 AM

**PANEL**

10:55 AM-11:40 AM

**The CMO as Chief Narrative Architect**

In periods of transformation, uncertainty, or disruption, organizations rarely fail because of a lack of strategy. They fail because their story fragments. When messages diverge across customers, employees, investors, and partners, trust erodes and execution weakens. In this context, narrative coherence becomes a strategic asset, not a communication exercise.

This session reframes the CMO as the Chief Narrative Architect of the organization, the executive responsible for designing, aligning, and safeguarding the company's story across all stakeholders. Participants will explore how narrative functions as a leadership system that connects vision, strategy, culture, and execution. The discussion moves beyond marketing communications to examine how storytelling shapes decision making, drives internal alignment, and influences market perception at critical moments.

**DISRUPTOR**

3:10 PM-3:30 PM

**Marketing Leadership in an Era of Permanent Uncertainty**

Volatility is no longer an exception to be managed. It has become the operating environment. Economic instability, geopolitical shifts, rapid technological change, and evolving social expectations have created a landscape in which long term planning is constantly disrupted and certainty is increasingly rare. For CMOs, this reality challenges not only strategy, but leadership itself.

The conversation addresses the human dimension of leadership in uncertainty. How CMOs lead teams through constant change without creating fatigue or confusion. How confidence is projected without false certainty. And how marketing leaders can anchor their organizations in purpose, narrative, and values, using them as stabilizing forces when external conditions remain in flux.

**Lunch & Networking**

12:15 PM-1:15 PM

**PANEL**

3:35 PM-4:20 PM

## Reimagining the Marketing Operating Model in the Age of GenAI

As GenAI reshapes how marketing work gets done, CMOs are rethinking talent models, team structures, and workflows. This fireside chat explores how leaders are redesigning marketing organizations to scale intelligently—balancing automation with human judgment, creativity, and accountability.

**FIRESIDE CHAT**

1:15 PM-1:45 PM

## When Marketing Becomes the Company's Moral Compass

As trust becomes one of the scarcest assets in business, brands are no longer judged solely by what they sell, but by what they stand for. Social, cultural, and environmental issues increasingly shape customer expectations, employee engagement, investor confidence, and regulatory scrutiny. In this context, marketing moves beyond growth acceleration and enters the domain of values, accountability, and long term reputation.

This session explores the evolving role of the CMO as a steward of the company's moral compass, balancing commercial objectives with ethical responsibility. The discussion examines how CMOs navigate moments where silence carries risk, activism invites backlash, and authenticity is tested under public scrutiny. Participants will reflect on how to distinguish genuine purpose from performative messaging, and how credibility is built through consistency between words, actions, and internal culture.

**PANEL**

1:50 PM-2:15 PM

## Marketing as a Growth Engine: Aligning Brand, Demand, and Revenue

As pressure mounts to demonstrate measurable impact, CMOs are increasingly responsible for aligning brand strategy with revenue outcomes. This session explores how marketing leaders connect brand, demand generation, and growth strategy without sacrificing long-term positioning. The conversation focuses on marketing's role as a core growth engine and its partnership with sales, finance, and executive leadership.

## Networking Break

2:55 PM-3:10 PM

**DISRUPTOR**

2:20 PM-2:55 PM

## AI Did Not Kill Creativity. It Exposed Weak Strategy

Generative AI has dramatically lowered the cost and time required to produce content, flooding markets with volume but not necessarily with meaning. In this environment, creativity has not disappeared. It has been stress tested. The real differentiator is no longer execution speed, but strategic clarity. Without strong foundations, AI amplifies inconsistency, weak positioning, and shallow narratives. This session reframes AI not as a threat to creativity, but as a strategic mirror that exposes the strength or fragility of a brand's thinking. The discussion examines how clear brand architecture, disciplined narrative frameworks, and human judgment determine whether AI becomes a force multiplier or a reputational risk. Participants will explore where automation creates efficiency and where human insight remains irreplaceable.

## Closing Remarks & Raffle Giveaway

4:20 PM-4:30 PM

## Cocktail Reception

4:30 PM-5:30 PM

**DISRUPTOR**

11:45 AM-12:15 PM

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## Proving ROI When the Metrics No Longer Tell the Story

For years, marketing performance has been evaluated through metrics that reward immediacy rather than impact. Clicks, impressions, and short-term attribution models offer apparent clarity, yet increasingly fail to explain how brands actually create value, influence behavior, and drive durable growth. As markets become more saturated and customer trust harder to earn, CMOs are being challenged to justify strategic investments with tools designed for a reality that no longer exists.

This session explores how leading CMOs are redefining ROI in an environment where brand strength, reputation, customer lifetime value, and experience play a decisive role in financial performance. The discussion examines alternative measurement frameworks that move beyond isolated KPIs to connect marketing activity with revenue quality, growth sustainability, and long-term enterprise value.

Participants will explore how to balance quantitative rigor with strategic judgment, integrating data, insight, and narrative to tell a more truthful story of marketing impact.

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### PARTNERS

*We are currently accepting partnership opportunities for this event.*